

LUDWIG BROS.

34 TO 44 WEST 14TH ST.

Will Inaugurate on MONDAY, November 16,

THE GREATEST OF ALL SALES

Ever Held in This City.

They Will Place on Sale the Entire This Season's Production of One of the Most Renowned Manufacturers of

Ladies', Misses' and Children's Garments

AT 50C. ON THE DOLLAR.

This Sale We Consider a Tremendous Saving Opportunity to Buyers.



1,000 Ladies' Jackets, rough boucle cloth, half silk lined storm collar, new sleeves. No better jacket can be found for... **3.98**

Ladies' full sweep Capes of fine black Astrakhan cloth, lined with heavy silk serge and trimmed on storm collar with fur. We defy any house in New York to show a better cape at 7.50; our price is only... **3.98**

It is made of silk seal plush, with full sweep, lined with heavy silk serge and is trimmed on collar and front with fine Thibet fur and richly embroidered with jet, same as illustration, a splendid value for 10.00 and a wonderful bargain at... **5.98**

Made of fine black French Kersey, lined with heavy black Rhodane silk, velvet collar, new sleeves, perfect in fit and finish, at... **8.98**

600 Ladies' Jackets, made of an all-wool French Kersey, lined throughout with satin, finished with three rows of silk stitching, shield front, two rows of pearl buttons, velvet collar, at... **10.98**

Ladies' Jackets.

425 Ladies' JACKETES, in a rough Astrakhan and boucle cloth, some half, some all silk lined. Franklin front, latest fashion, a genuine bargain at... **7.98**

150 Ladies' Empire COATS, in brown, black and green, loose front and tight fitting back, a silk finished all-wool Kersey, lined throughout with a fine satin, a good value at... **13.98**

Walking JACKETS and CAPES of high finish and exclusive styles and designs, imported and domestic fabrics, meant to be sold for \$30, special at... **14.98**

Ladies' Capes.

1,000 Ladies' CAPES, in a rough Astrakhan and boucle cloth, some half, some all silk lined. Franklin front, latest fashion, a genuine bargain at... **7.98**

375 Ladies' CAPES, made of a heavy Bengal silk, with a fine interlining, edged with fur, full sweep, a bargain at... **6.98**

150 Extra Fine Imported Silk Seal Plush CAPES, lined throughout, trimmed on collar and front with edging of sable and Thibet, richly and lavishly embroidered with jet, a magnificent effect; cannot be duplicated for less than \$20.00. **13.50**

Ladies' Suits.

SEPARATE SKIRTS in black, navy, brown and mixtures, elegant materials for Winter wear, lined and interlined, velvet faced, extreme wide width and perfect finish, at... **2.98**

Ladies' Tailor-Made SKIRTS, in navy and black, extra heavy cheviot, tight fitting coat, waist lined throughout with satin, broad trimming and neatly finished... **9.98**

Ladies' Tailor-Made Reefer SUITS, in brown mixed suiting, jacket lined with figures, skirt very wide width, lined and faced... **8.50**

THE MOST REMARKABLE LACE CURTAIN SALE OF THE AGE!

500 Pairs of Rich Irish Point Lace Curtains, 3 1/2 yards long, 2 1/2 yards wide, at... **\$1.98.**

200 Pairs of Real Brussels Lace Curtains, 3 1/2 yards long, 2 1/2 yards wide, at... **\$2.98.**

150 Pairs of Irish Point Curtains, 3 1/2 yards long, 2 1/2 yards wide, at... **\$3.98.**

300 Pairs of excellent quality Tauxier Lace Curtains, all the latest patterns, worth from \$8.00 to \$9.00 a pair, at this week only... **\$4.98.**

Rug Sale Extraordinary.

WOOL-FILLED INGRAIN ART SQUARES.

3 yds. long and 2 yds. wide, at... **\$1.59**

3 yds. long and 3 yds. wide, at... **2.05**

3 yds. long and 4 yds. wide, at... **2.98**

4 yds. long and 3 yds. wide, at... **3.48**

4 yds. long and 4 yds. wide, at... **3.98**

Wool Art Squares.

3 yds. long and 2 yds. wide, at... **\$3.48**

3 yds. long and 3 yds. wide, at... **4.29**

3 yds. long and 4 yds. wide, at... **5.13**

4 yds. long and 3 yds. wide, at... **5.84**

4 yds. long and 4 yds. wide, at... **6.59**

4 yds. long and 5 yds. wide, at... **9.12**

4 yds. long and 6 yds. wide, at... **10.26**

Japanese Rugs.

RUG, size 3x5, worth \$1.00, at... **.73**

RUG, size 3x5, worth \$1.20, at... **.98**

RUG, size 3x5, worth \$1.50, at... **1.98**

RUG, size 3x5, worth \$2.00, at... **2.98**

RUG, size 3x5, worth \$2.50, at... **3.98**

RUG, size 3x5, worth \$3.00, at... **4.98**

Colored Dress Goods.

500 yds. all-wool Scotch Cheviots and Boucle Suitings, 40 inches wide, in all the latest styles, positively worth 50c., reduced to... **.20**

200 yds. Mohair and Wool Houghs, 42 inches wide, beautiful combinations; actual value 50c., reduced to... **.49**

100 yds. Silk and Wool Plaids and Houghs, 42 inches wide, reduced to... **.39**

75 yds. all-wool Broadcloths, 52 inches wide, in all the new Fall shades; actual price 85c., reduced to... **.59**

250 yds. French and German novelties, 42 and 48 inches wide; actual value \$1.25, reduced to... **.79**

Black Dress Goods.

100 yds. Mohair and Wool Frieze and Boucle Suitings, 42 inches wide; special for next week... **.59**

75 yds. all-wool Jacquard Suitings and Broadcloths, 42 inches wide; reduced from 75c. to... **.49**

Millinery Department.

Large assortment of Black Velvet Shapes, in all the latest styles and crowns, worth \$2.00, at... **\$1.25**

We will also display a beautiful line of Chenille Shapes, shaded and all colors, worth \$2.00, at... **.79**

You will find on one of our Bargain Tables a line of Fancy Hats and Silk Flowers, worth 75c., at... **.29**

We offer for our SPECIAL Trimmed Hats, both in Chenille and French felt, worth \$2.00, at... **2.98**

Fur Department.

Electric Seal Collarets, Chin-chilla edged, full sweep, plain and fancy lined, worth \$4.00, at... **\$2.49**

Extra fine biki Thibet Braid, 1 1/2 yds. long, actually worth \$5.00, at... **2.98**

Electric Seal Collarets, with Astrakhan yoke, full sweep, fancy lined, usually sold at \$7.50, at... **4.98**

Elegant quality Astrakhan Capes, 30 in. long, extra heavy styles, lined, always sold at \$20.00, special... **12.98**

Alaska Sable Cluster Scarfs, 10 tails, positively worth double... **3.98**

Silks, Silks, Silks.

25,000 yards double warp Pongee SILKS, all colors, including cream, white and black, warranted pure silk; worth 40c., at... **.19**

175 pieces warp printed Taffeta SILKS, in Chinese, Indonesian, Jardiniere, Pompadour, Dresden and Persian effects, suitable for street, reception, formal, evening and entire costumes; former price \$1.19; special at... **.69**

125 pieces 24 inch Black SATIN DUCHESSE, extra heavy, high lustre; actual value \$1.00, at... **.59**

100 pieces all silk Black Gros Grain BROCADE, in large scroll and floral designs; former price \$1.00 a yd. specially reduced to... **.69**

75 pieces wide Black MOIRE VELOUR, MOIRE ANTIQUE and MOIRE FRANCAISE, 24 inch; actual value \$1.25 a yard, at... **.79**

Special Sale of Velvets.

5,000 yards Fancy Lyons VELVETS, Pompadour, Persian and Dresden effects; worth 50c., at... **.39**

Underwear Dept.

1,500 doz. Men's heavy Shirts, Drawers to match, in camel's hair, natural and white, 60 per cent wool, fully worth 75c., at... **.49**

1,200 doz. Men's natural wool, camel's hair and white Scotch Wool Shirts, Drawers to match, sold everywhere at 95c., our price... **.69**

900 doz. Men's heavy wool Shirts, Drawers to match, in camel's hair, natural and white, 60 per cent wool, regular price \$1.35, at... **.98**

1,900 doz. Ladies' heavy cotton fleeced ribbed Vests, Pants to match, worth 35c., sale price... **.19**

700 doz. Ladies' heavy fleeced Egyptian cotton Vests, Pants to match, regular and extra sizes... **.35**

1,100 doz. Ladies' heavy ribbed and plain Vests, Pants to match, in natural wool, white merino and fleeced Egyptian cotton, regular and extra sizes, worth 75c., at... **.49**

China and Housefurn'gs.

1,000 Dresden Decorated Coffee and Sugar Canisters, special... **.10**

1,000 Largest and Best Scrubbing Brushes, usually sold at 8c., at... **.04**

Linings Specials.

500 pieces best quality Kid Cambric, all colors; worth 50c., at... **.08**

2,500 yards all-wool Morocco; our 39c. grade, for Monday only... **.25**

200 pieces Genuine French Hair Cloth, best quality, suitable to yards, for Monday only... **.20**

400 pieces White Checked and Striped Nainsooks; a great variety of styles; goods never sold less than 12 1/2c., 13c., 14c., at... **.07**

1,000 dozen full-sized Sheets, extra heavy quality of muslin; actual value 50c., specially reduced to... **.37**

500 dozen extra large Pillow Cases, very fine muslin, soft finish; positively worth 12c., at... **.07**

Blankets and Comforters

500 pairs 11-4 inch soft fleece Blankets, worth \$1.39, special at... **.98**

300 pairs 11-4 all-wool Great Western Blankets, worth \$3.98, at... **2.98**

450 pairs 12-4 Special Value California Blankets, worth \$5.50, now... **4.49**

4 cases fine Satin Comforters, best white cotton filled, at... **.95**

20 cases fine Satin Comforters, figured both sides, reduced to... **1.29**

Boys' Clothing Dept.

650 Boys' Wool Blue Chin-chilla Reefers, 3-8, with sailor collar, heavy braided; worth \$3.75, at... **2.69**

One lot of very fine Blue Chin-chilla Coats, with upper or velvet collar, 6-15, positively worth \$4.50, at... **3.49**

1,000 very fine 3-piece Middy Suits, in short or long trousers, made out of finest, worsted and cheviot, made up and trimmed in every way first-class; worth \$8.00, at... **3.98**

450 Boys' all-wool double-breasted Suits, 3-8 with sailor collar, 6-15 plain cloth, made out of the latest plain cheviot and worsted, and fully worth \$4.98, special... **2.73**

Shoe Department.

1,000 pairs white Kid Slippers and Sandals, all sizes, special... **.98**

875 pairs white Kid Oxford Ties, at... **1.29**

940 pairs one-strap Bath Slippers, all the leading shades, to match almost any costume, special... **1.74**

All the Countries of the Earth

Have Their Best Products Represented in the Big Store at Economy's Own Prices.

There is hardly anything that man, woman or child can eat, use or wear that is not to be found in this modern store-house of money saving. "The Big Store" in New York and Chicago are the two greatest mercantile establishments in America, and their combined purchasing power is the greatest influence to lower prices that exists on the face of the earth to-day. No wonder that all the countries of the earth look here for one of their great outlets through which satisfactory merchandise can be quickly turned into money. No wonder that this store is constantly offering values which competition is unable to match. No wonder that "The Big Store" has from the day of its opening been the acknowledged retail bargain centre of New York, and as long as the people appreciate better goods for less money this store will always be the centre of attraction for the masses.

Siegel, Cooper & Co. conduct a banking business at the "Big Store" and offer 4% interest on special deposits. The members of the banking firm are worth many million dollar, and offer their individual responsibility for the safe keeping of the money deposited.

SIEGEL-COOPER & CO.
SIXTH AVENUE 18TH & 19TH STS.
NEW YORK.
THE BIG STORE.

FURNITURE ECONOMY.

Furniture for the masses at lowest possible prices at which reliable furniture can be sold. The goods you will find exactly like illustrations, which are drawn direct from the ORIGINAL articles themselves.

Birch, Imitation Mahogany, large size, silk Tapestry seat, full spring, the usual price is \$3.75, now... **1.95**

Solid Oak Combination Bookcase and Desk combined, over 6 ft. high, 4 ft. wide, French velvet plate, usual price \$27.50; sale price... **15.00**

3 and 4 feet size, White Enamel Brass Capped Iron Bed, 1-inch post; the usual price is \$4.50, sale price... **2.65**

Birch, Imitation Mahogany Dresser, French Bevel Plate, Oval 24x30, well made, and is one piece of a regular \$32.00 suit, this sale price for dresser... **8.75**

SILKS FOR MONDAY.

BLACK SILKS.

Extreme styles in Black Brocade Silks and Satins, the heavy, rich qualities, very excellent values; 50 different patterns to select from, and one price only; per yard... **.95**

Black Brocade Silks, pure silk, guaranteed to give perfect satisfaction; beautiful patterns, very brilliant and sold elsewhere for considerably more than this price; only 50 pieces in this lot and the price at the Big Store Monday, per yard... **.58**

Black Taffeta Silks, a splendid quality, a pure silk, lustrous and the rustling kind, never before sold and usually considered a bargain in New York at 50c. the yard, one of the Silk specials to be found only at the Big Store Monday, and Monday only, at, per yard... **.39**

COLORED SILKS.

75 pieces Novelty and Fancy Silks, in a variety of different patterns and colorings, suitable for waists and counters Monday at, per yard... **.48**

Moire Velour, the most fashionable silk fabric both in Paris and New York this season. We offer a beautiful line in all colorings, including blue and white and all delicate shades for evening wear; also colorings for street wear; the Big Store's Silk Department says, per yard... **.79**

Changeable Glace Taffeta, in a slightly broken assortment of colorings, only 30 pieces left, to close Monday at, per yard... **.39**

WINE AND LIQUOR INCIDENT.

RASS'S ALE, Imported in glass, dozen... **1.52**

PURITAN CLARET, an excellent California Claret, 12 months in bottle, vintage 1892, 12 quarts, regular price per case, \$3.00. SPECIAL PRICE, Case... **1.95 Bottle, 18**

PURITAN CALIFORNIA BURUNDY, a fine wine made from California grapes, vintage 1891, 12 quarts, regular price per case, \$3.50. SPECIAL PRICE, Case... **2.25 Bottle, 20**

PURITAN CALIFORNIA BURUNDY, a fine wine made from California grapes, vintage 1891, 12 quarts, regular price per case, \$3.75. SPECIAL PRICE, Case... **2.50 Bottle, 25**

MAISON VIEUX, P'NE VIOLET, Beaune (Bourgogne), wholesale price, case, \$14.00; our price... **7.00**

POMMARD P'NE VIOLET, Beaune (Bourgogne) wholesale price, case, \$19.50; our price... **9.25**

VITIS, P'NE VIOLET, Beaune (Bourgogne), wholesale price, case, \$21.50; our price... **10.25**

CHAMBERTIN, P'NE VIOLET, Beaune (Bourgogne), wholesale price, case, \$25.50; our price... **11.25**

CLOSE DE VOUGEOT, P'NE VIOLET, Beaune (Bourgogne), wholesale price, case, \$28.50; our price... **14.25**

We do not compound or rectify, and pure and straight goods—no brands genuine. Mail orders promptly filled. Price lists of Wine and Liquor on application.

CARPETS AND RUGS.

About 50 pieces 9 and 10 wire Tapestry, sold regularly at 70c. per yd., our price... **.50**

15 patterns Body Brussels, from our regular \$1.15 and \$1.25, the, per yard... **.85**

We are selling John Bromley & Sons' Royal Smyrna Rugs and Carpets lower than ever before known.

Our entire stock of second quality Smyrna Rugs at these special prices: 4x26 in... **1.45**

6x30 in... **1.80**

2x36 in... **2.65**

THE CHINA EMPORIUM.

500 odd Banquet Globes, all the newest designs from an importer's advance samples; all sizes bought at a ridiculously low price, and will go to-morrow at prices ranging from \$1.45 down as low as... **.49**

Princess Globes, usually 50c., now... **.29**

Our new Tete-a-Tete Chocolate Pots, trilled top and bottom, gold traced handles and gold sprigs, with patent secure covers to prevent from falling; we could only get 50 dozen, while they last... **.29**

Princess Lamp, decorated all over in the new satin brocade, empire blue and green, not elsewhere in New York unless bought from us; usual price \$3.50, now... **1.95**

A White China Vase, new, for antique decorations, usually 5.00, for... **.29**

Banquet Lamp, Empire style, with 4-inch globe... **2.45**

Delft Vase, exactly like cut, same as shown in our window... **.98**

We now have more of those Delft Croton Sets and Tea Pot, Sugar and Cream Sets, so much admired, for... **.98**

China Calendar, same as cut, gold clouded, with Cupid ornaments; a real novelty; nothing could be more for an engagement or birthday present; for to-morrow... **.35**

Trinket Comb and Brush Trays... **.45**

We are going to close out a lot of old Carlsbad China Dinner Sets, and shall place on sale an assortment of style and decoration, selling prices of which ranged from \$16.00 to \$28.00, for... **10.00**

Do not fail to see our new Paper Banquet Globes, all colors... **3.00**

Without doubt the largest assortment of Lamp Shades and Globes in America.

TOWELS AND DAMASK.

Hemmed Huck Towels, 17x32, \$1.00 per dozen; each... **.09**

Hemstitched Huck Towels, 17x, 34, \$1.15 per dozen; each... **.10**

Turkish Bath Towels—For Monday only we will sell large and heavy Bath Towels, usually sold for 25c.; each... **.19**

Damask and Huck Towels, very fine quality, \$2.25 per dozen; each... **.19**

Assorted Towels, hemstitched, hemmed, fringed, in damask and huckaback, all at 2 for... **.25**

ORDER COAL NOW.

Lay in your Winter supply of coal with the opening of our coal department Monday. Coal will be delivered within the territory between the Battery and 125th st. on the day following the receipt of order.

Prices per ton: Red Ash, broken, \$4.75; Egg, \$4.90; Stove, \$5.40; Chestnut, \$5.40.

White Ash, broken, \$4.50; Egg, \$4.75; Stove, \$4.90; Chestnut, \$4.90.

Coal cannot be sent C. O. D., but must be paid for at the time ordered.

BABY WEEK
IN OUR
Photograph Gallery.

Fine Cabinets, \$1.00 per doz.

To introduce our elegant Baby Pictures we will make our fine Cabinet Photographs of all babies not over two years old for

\$1.00 Per Dozen,
for ONE WEEK ONLY, beginning Monday, Nov. 16.

WALL PAPER.

The Remnant Sale now going on gives you a chance to buy paper for two rooms at the price of one.

Remnants of 10c. to 20c. paper offered at 5c. to 10c. **.12**

Remnants of 30c. to 50c. paper offered at 15c. to 25c. **.25**

Remnants of 50c. to 75c. paper offered at 25c. to 40c. **.40**

Those here early will secure the choicest designs. Bring size of room. If out of town send for samples.

GLOVES.

250 dozen Ladies' Kid Gloves, 5 button, 4-button and 8-button Mousquetaire in black and colors. All sizes, a special lot, all good gloves, choice, per pair **.50**

VEILING.

250 pieces of Double Width Black Russian Net, dotted, special, per yard... **.15**

SHOES.

Shoes purchased from us polished free of charge in our shoe department.

Men's Patent Leather Lace Dress Boots, Goodyear Welts, the kind usually sold at \$3.00, now... **2.50**

Men's Calfskin Lace Boots, Goodyear Welts, that retail usually at \$2.50, now... **1.75**

MILLINERY.

The great success we have achieved with our sale of Trimmed Hats at \$3.00, \$3.50, \$4.00 and \$4.50 has encouraged us to still greater efforts. We have made another lot of 100 Hats, and have spared no efforts to make them the greatest value yet offered. The line includes ladies' medium-size round hats, Turbans and walking hats, in black and colors, trimmed with flowers, ostrich feathers, ribbon, Spanish coques, etc., etc., in the most approved styles; prices:

3.00, 3.50, 4.00, 4.50.

Black Silk Velvet untrimmed Hats, the latest conception... **1.85**

Black French Felt, velvet and wire bound, all the new shapes... **.65**

A Flower Special—Silk Velvet and Silk Roses, imported goods, all colors... **.25**

Two Feather Specials—Glossy Black Plumes, 14 in. long, greatest value in the city... **.50**

Cream and White Plumes, 14 inches long, unequalled value... **1.25**